

THE NATIONAL DIGNITY COUNCIL

England & Wales · Charity number 1165500

Details

Other names DIGNITY IN CARE

Status Registered

Legal form CIO

Registered 2016-02-10

Register [View on the Charity Commission register](#)

Contact

Address National Care Association Ltd
Derek Whittaker House
50 Tunnel Lane
Kings Norton
Birmingham
B30 3JN

Phone 01214511088

Email info@dignityincare.org.uk

Website www.dignityincare.org.uk

Activities

Objects: THE PRESERVATION AND PROTECTION OF HEALTH FOR THE PUBLIC BENEFIT BY PROMOTING BEST PRACTICE IN STANDARDS OF CARE, IN PARTICULAR THE IMPORTANCE OF DIGNITY IN CARE.FOR THE PURPOSE OF THIS CLAUSE 'DIGNITY IN CARE' MEANS CARE, IN ANY SETTING, INCLUDING BUT NOT LIMITED TO HOSPITALS, RESIDENTIAL HOMES AND CARE HOMES, WHICH SUPPORTS AND PROMOTES, AND DOES NOT UNDERMINE, A PERSON'S SELF-RESPECT.

Activities: Provision of resources for Champions to assist in the promotion of dignitySupport to Champions networkscollaborative work with organisations to improve, promote and educate individuals to ensure a more dignified experience for the citizen.

Classification

- **How:** Provides Advocacy/advice/information, Sponsors Or Undertakes Research, Acts As An Umbrella Or Resource Body
- **What:** Education/training, Human Rights/religious Or Racial Harmony/equality Or Diversity, Other Charitable Purposes
- **Who:** Children/young People, Elderly/old People, People With Disabilities, The General Public/mankind

Geography

- Throughout England

Finances

Period end	Income	Expenditure	Assets	Employees
2025-03-31	£22,336	£8,953	-	-
2024-03-31	£9,958	£11,264	-	-
2023-03-31	£9,984	£8,791	-	-
2022-03-31	£8,854	£9,664	-	-
2021-03-31	£9,289	£11,677	-	-

Trustees

Name	Role	Appointed
Alexander Thomas Lewney		2023-05-04
Amanda Jane Cain		2024-10-17
ELIZABETH TAYLOR		2025-10-15
JAN BURNS		2018-09-16
LESLEY FLATLEY		2021-10-21
Paul Donohue		2025-10-15
Roisin Elizabeth Burton		2019-09-16
Stephanie Willbye		2025-10-15

THE NATIONAL DIGNITY COUNCIL

England & Wales - Charity number 1165500

Accounts



NATIONAL DIGNITY COUNCIL ANNUAL REPORT

2024-2025

Dignity in our Hearts Minds and Actions



ANNUAL REPORT 2024-2025



The National Dignity Council continues to meet the requirements of the Charity Commission and the legislative framework in which we operate.

OPENING COMMENTS

CHIEF EXECUTIVE'S COMMENTS

Jan Burns MBE

Chief Executive Officer

In summary our achievements this year have been:-

- Increase in the number of **champions** to over 182,000
- Continued to maintain the website in an up-to-date and userfriendly state.
- Continued to increase the number of members on the Dignity in Action Facebook page. Now over 4000 members.
- Continued to maintain positive links with key stakeholders.
- Used the Dignity in Action FaceBook Page and Website Discussion Forum to share practical tips, support each other and raise key topics for a wider debate.
- Established an Instagram presence.
- Held a successful Dignity Action Month which enabled more people to become involved and despite the current financial situation managed to raise funds. Our theme for this year being Three Little Deeds, and it was lovely to see people making their pledges.
- Raised funds through Dancing with Dignity events. – We know that people had lots of fun, and the videos of you Agadoo-ing with Dignity were wonderful.
- We have continued to supply the Jar of Hearts a simple but innovative way of saying thank you to people who have delivered services or interacted with Dignity.



- Promoted and disseminated the Dignity Postcards – since we started over 100,000 of these have been sent out to organisations, and we are grateful for the support received from Spectrum Consortium towards the funding of these.
- Meeting administration has been excellent
- Continued to ensure that the costs of supplying wristbands and badges are covered, and increased the range of organisations using these resources.
- Maintained links with Champions and other stakeholders.
- Maintained and developed the production of a regular Newsletter and received very positive feedback for its content.
- Continued to promote our suite of audit documents.
- Maintained strong links with key stakeholders - Care England, National Care Association, CQC, NICE and SfC.
- Represented the Council on CQC Provider and LA/ICS Advisory Board meetings
- Been part of judging panels at Staffordshire Dignity Awards, Great British Care Awards
- Supported the development of active champion networks.
- Raised funds/donations by working with a number of health and social care services to promote dignity, and person centred practice.
- Delivered Dignity training/presentations to Students in Further Education, Skills for Care manager's forum and directly to -service providers.
- Continued to promote our baseline and supervisory training packages to promote a dignified culture in the workplace.
- Worked with CQC during 2024-2025 on the Share for Better Care campaign, as part of which we produced and published three VODcasts celebrating positive dignity experiences.



Undertook a survey as part of the Share for Better Care campaign looking at what might prevent people from sharing their experiences.

- Maintained solvency, despite needing to rely on donations and receiving no general grant funding.
- Secured funding from the ACCESS group to develop the VODPOD casts to showcase the Dignity Do's.
- Held Webevents on the theme Making the Invisible Visible.

So despite the challenges the Trustees and the Campaign have identified a number of opportunities for the forthcoming year:

- Dignity Action Month continues to provide a real opportunity for the promotion of Dignity whilst raising the profile of the Council and the Campaign. We will continue the Three Little Deeds Theme and pledges next year.
- Dancing with Dignity continues to provide the opportunity to celebrate, raise funds and have fun, and although we may not profile it in quite the same way there is enough commitment to continue it for the foreseeable future.
- To ensure that the resources on our website are current, wide ranging, and useful to both champions and the public. – We are working with our website provider to make searching for resources, [both our own and others] easier, thereby ensuring wider access.
- Applying for funding for specific projects to enable the Campaign to grow and be targeted, at areas in most need.
- Working closely with others to develop our contact with citizens and thus meeting our charitable objects.
- Working on developing and sustaining links with Health Colleagues.
- Continue to develop our suite of audit documents.

Promote the Dignity Do's for both young people and adults, including staff and those with neurodivergence more specifically. .



- Develop local Dignity Champions who are able to speak to staff teams and local groups.
- Develop our use of Podcasts VODPOD – Voices of Dignity Podcast as a tool to encourage debate and showcase positive dignified outcomes. This year, thanks to funding from the ACCESS Group we will be focussing on the Dignity Do's and plan a series of 6 VODpods to consider what these mean in practice.
- Work on creating better links with Health Care services so that we are meeting the needs of the whole sector.

WORK WITH CQC ON SHARE FOR BETTER CARE CAMPAIGN.

This report summarises the findings of a survey that was undertaken as part of the Share for Better Care Campaign. The Campaign took place during 2024 and completed in March 2025, it was led by the Care Quality Commission and Healthwatch and the National Dignity Council was part of a cohort of organisations that were engaged by CQC to help drive the messages from the Campaign across our 180,000 champions. As part of our involvement the NDC hosted 3 Voices of Dignity Podcasts, 2 web events and promoted the Campaign through our newsletter.

- As part of the initial feedback from our Champions it became clear that not everyone found giving feedback easy. We therefore decided to run the survey to seek a more detailed analysis of the reasons behind that.
- The outcomes clearly indicated that if you want to encourage feedback it needs to be
 - A-as simple as possible to give feedback
 - and B-any feedback needs to be heard and actioned.

POSTCARDS DISTRIBUTION.

The following information has been collated from postcard requests via postcode and area, and type of postcard requested, from their launch



in 2020 to the end of 2024. The early indications from 2025 are that the trends continue .

The Country was divided into the following regions for the purpose of the analysis.

Wales, East Anglia, North West, North East, West Midlands, East Midlands, South Central, South West, South East, London, Greater Manchester, and Yorkshire

The data was then analysed by type for each year, i.e. welcome, health based or social care based postcards and by source of request, i.e. health, residential and nursing home, unidentifiable, home care, supported living, and produced the following.

By type of postcard

Apart from the first full year the numbers of postcards requested has been fairly stable, - decreasing slightly, with the welcome and social care postcards being the most requested and the health ones least. The decrease can be explained for two reasons, a- we limited the number for each establishment to 50 – from 100 in 2022. Over the 50 months covered by this report we have sent out some 100,561 postcards in total.

By Origin Source

We have sent cards to a total of 1328 different organisations, the majority of which can be classified as residential or nursing care establishments. Unknowns probably include some residential and nursing establishments, but it was not possible to distinguish the type of service from the request information. The data would suggest that work needs to be done as to how we might better serve or target home care and supported living environments. The majority of the health requests have been from private health organisations, two being dental



surgeries and one being a physiotherapy service. This is also something to think about in the future.

The analysis also considered the geographical source of requests in terms of any differences between the three types of card. The results of this analysis are that the conurbations are making good use of the cards, but do less well in the shires. Some organisations also have a better take up than others. One of the really noticeable things was the lack of reach in Wales. Consideration will be given to producing Welsh language version of the cards in future.

VOICES OF DIGNITY PODCASTS

This was a new venture for the Council and has provided us with another way of highlighting and sharing good practice, ways of working with Dignity and bringing the Dignity Dos to life. The first three were developed as part of our work for the Share for Better Care Campaign. The VODpod took a story from one person and used that to demonstrate what it both felt like and the outcomes it produced when support is given with kindness and respect and when it is not. The 30-30minutes podcasts can be accessed via the website at <https://www.dignityincare.org.uk/Resources/vod-pod/>

They showcase the stories of Leah who was undergoing treatment for cancer; Liz who was supporting her mother to stay at home and Robert who uses his experience of homelessness to improve the experience of others who find themselves in that position. All three are extremely powerful listens, sharing both the emotions but perhaps more importantly highlighting the fact that it can be something very small that really makes the difference to an individual and leaves them feeling valued, listened to and supported.



SOME EXTRACTS FROM DANCING FOR DIGNITY EVENTS 2024



The pictures that have appeared in this report are taken from the Website and FaceBook





The staff at Meadows Edge Care Home, truly embraced the spirit of community and celebration! Their vibrant dance performances inspired by Diwali not only brought joy to residents but also showcased the cultural richness of this beautiful festival. In addition, the staff came together to prepare a delicious group meal, allowing residents to enjoy traditional dishes that enhance their connection to the celebration. These activities are part of their ongoing fundraising and awareness campaign for Dignity in Care, demonstrating a heartfelt commitment to promoting dignity and respect for all. Bravo, Meadows Edge team! Your creativity and dedication make a meaningful difference in the lives of your residents!





Park Avenue Care Home for their remarkable dedication in learning and presenting lively dance moves inspired by Diwali. Their commitment not only honours this splendid Indian festival but also significantly contributes to the fundraising and awareness efforts for Dignity in Care. This endeavour not only showcases the staff's inventiveness and dedication but also cultivates a sense of community and happiness among both residents and supporters. Congratulations to the Park Avenue team! Your dedicated work has made a significant impact!



SOME EXTRACTS FROM DIGNITY ACTION MONTH 2024 MEMORY BOOK

The pictures that have appeared in this report are taken from the Memory Book and the entries were chosen at random.

Cavendish Home Care





We organised a Digni-Tea event with everyone expressing what dignity means to them on our Digni-tree. We talked about the Dignity in Care Campaign and what Dignity Action February is about. We reminded ourselves to care for those around us with respect, kindness and dignity.

The Live In Care Company. Digni-Tea & Digni-Tree!



At The Live In Care Company, we are committed to upholding the dignity and independence of every individual we support. We believe that dignity is paramount in all aspects of holistic and person-centred care. Our commitment includes creating a respectful and supportive environment, empowering clients to maintain control over their lives, and ensuring that all interactions are conducted with kindness, empathy, compassion, and respect for individual differences.



For Dignity In Action Month we hosted a virtual Digni-tea, bringing together colleagues to discuss and celebrate the importance of dignity. We also created a Digni-tree to share some of our pledges towards this years theme of '3 Little Deeds'. 🌳 We are excited to be sharing our individual pledges soon!

Acorn Lodge held a fund raising event and used the dignity cruise as a basis for a trip round the world. Undre the leadership of Nagis Sultana they raised an amazing £415 fir the Campaign.





ACCOUNTS 2024-2025

National Dignity Council

Treasurer's Report to the AGM

Statement of Accounts and Balance Sheet for the year ended 31st March 2025

Notes to the accounts

Financial Summary - Despite operating in an increasingly challenging funding environment for charities:

- We maintained financial solvency with careful stewardship and the dedicated support of our community. The NDC is run entirely by volunteers
- Lifted the funding considerably through strategic projects / partnerships with thanks to those who helped secure these
- No general grant funding was received during the period, making the generosity of donors, training, and project partners especially important

Looking ahead - our focus will remain on:

- Expanding the impact of our projects such as the VODPOD Casts and the well-received training programmes
- Our annual fundraising campaigns and wider outreach
- Securing new strategic partnerships to support our charitable aims and the charity's overheads

We are very grateful to every volunteer, donor, strategic partner, and supporter.



National Dignity Council Accounts - 31st March 2025			
		2024-25	2023-2024
INCOME			
Corp income/training		16314.12	£2,072.00
Amazon			£21.44
Donations		345.00	£425.00
DONR		29.20	£37.31
Sales		2097.50	£4,506.03
Conference		329.39	£388.98
DAD -Dancing		200.00	£397.27
Training [packs]		600.00	£400
Just Giving		1962.66	£1,229.63
PayPal		458.41	£480.69
		<u>22336.28</u>	<u>£9,958.35</u>
EXPENDITURE			
Insurance		313.19	£313.19
Website costs		4953.59	£4,958.56
Badges/Wristbands/Dos/Admin/travel/ stationery/postcards			£3,052.00
Post/Admin/Travel/Stationery/Postcards		1470.67	£1,723.82
Honorarium		650.00	£1,000
Just Giving		216.00	£216.00
Consultancy/Secretarial		1350.00	
		<u>8953.45</u>	<u>£11,263.57</u>
Surplus /Deficit		<u>13382.83</u>	<u>-£1,305.22</u>



BALANCE SHEET		
Opening Balance	<u>28/03/24</u> <u>8245.87</u>	<u>01/04/23</u> £9,550.59
Surplus /Deficit	13382.83	-£1,305.22
	21628.70	£8,245.37
Represented by		
Cash At Bank	21628.70	£8,245.37
Creditor		£0.00
Closing balance	31/03/25 21628.70	31/03/2024 £8,245.37

Jane Finnerty

Honorary Treasurer

CHARITABLE AIMS AND OUR KEY WORKPLAN AIMS

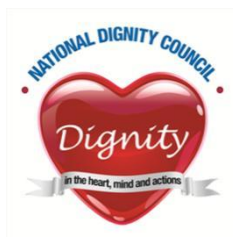
Charitable Objects

- The preservation and protection of health for the public benefit by promoting best practice in standards of care, in particular the importance of dignity in care
- For the purpose of this clause 'dignity in care' means care, in any setting, including but not limited to hospitals, residential homes and care homes which support and promotes, but does not undermine, a person's self respect.



Key Workplan Aims

- Increase suite of audit tools
- Improve the accessibility of the website and availability of resources for Champions
- Maintain a regular newsletter
- Improve and build on links with Dignity and other networks. Including the use of the Facebook page and Discussion Forum.
- Maintain and forge robust strategic links with key stakeholders.
- Ensure the sustainability and financial probity of the Council.
- Promote National Dignity Action Month as a vehicle for raising the profile of the Campaign.
- Use our web events to focus on both Making the Invisible Visible and Three Little Deeds, thereby ensuring a voice of all.
- Ensure that we bid for and deliver projects that enhance the abilities of citizens to have a voice in ensuring that Dignity remains high on the agenda.
- Increase the number of VOD podcasts so that we can make more voices heard and provide more real life training material.





TRUSTEES AND COUNCIL MEMBERS FOR 2024-2025

TRUSTEES

Jan Burns MBE	Chief Executive Officer	appointed September 2022
Alex Lewney	Chair Trustee	retires September 2025 retires September 2026
Lesley Flatley	Trustee	retires September 2027
Alan Clarke MBE	Trustee	retires September 2025
Roisin Burton	Trustee	retires September 2025
Amanda Cain	Trustee	retires September 2026

COUNCIL MEMBERS

Jane Finnerty.	Treasurer
Liz Taylor	Secretary /Administrator

THE NATIONAL DIGNITY COUNCIL

England & Wales - Charity number 1165500

Accounts



NATIONAL DIGNITY COUNCIL ANNUAL REPORT

2023-2024

Dignity in our Hearts Minds and Actions





ANNUAL REPORT 2023-2024

OPENING COMMENTS

CHIEF EXECUTIVE'S COMMENTS

Jan Burns MBE

Chief Executive Officer

In summary our achievements this year have been:-

- Increase in the number of **champions** to over 172000.
- Continued to maintain the website in an up-to-date and user-friendly state.
- Continued to increase the number of members on the Dignity in Action Facebook page. Now over **3.900** members.
- Continued to maintain positive links with key stakeholders.
- Used the Dignity in Action FaceBook Page and Website Discussion Forum to share practical tips, support each other and raise key topics for a wider debate.
- Established an Instagram presence.
- Held another successful Dignity Action Day – despite the financial situation, and the concerns regarding COVID variants, and staffing shortages, many services again found ways of celebrating and showcasing their positive approaches to Dignity.
- Raised funds through Dancing with Dignity events.
- Promoted and disseminated the Dignity Postcards – since we started over 80,000 of these have been sent out to organisations, and we are grateful for the support received from Spectrum Consortium towards the funding of these.
- Meeting administration has been excellent



- Continued to ensure that the costs of supplying wristbands and badges are covered, and increased the range of organisations using these resources.
- Maintained links with Champions and other stakeholders.
- Maintained and developed the production of a regular Newsletter and received very positive feedback for its content.
- Continued to promote our suite of audit documents.
- Maintained strong links with, key stakeholders - Care England, National Care Association, NICE and SfC.
- Represented the Council as speakers on National Events including; Access Group, Medway Council, Kings Fund [Chaired Panel on Dementia Summit]
- Represented the Council on CQC Provider and LA/ICS Advisory Board meetings
- Been part of judging panels at Staffordshire Dignity Awards, Great British Care Awards
- Supported the development of active champion networks.
- Raised funds/donations by working with a number of health and social care services to promote dignity, and person centred practice.
- Continued to promote our baseline and supervisory training packages to promote a dignified culture in the workplace.
- Managed to secure funding from CQC to work with them during 2024-2025 on the Share for Better Care campaign.
- Maintained solvency, despite needing to rely on donations and receiving no grant funding.

So despite the challenges the Trustees and the campaign have identified a number of opportunities for the forthcoming year:

- Dignity Action Day continues to provide a real opportunity for the promotion of Dignity whilst raising the profile of the Council and the Campaign.



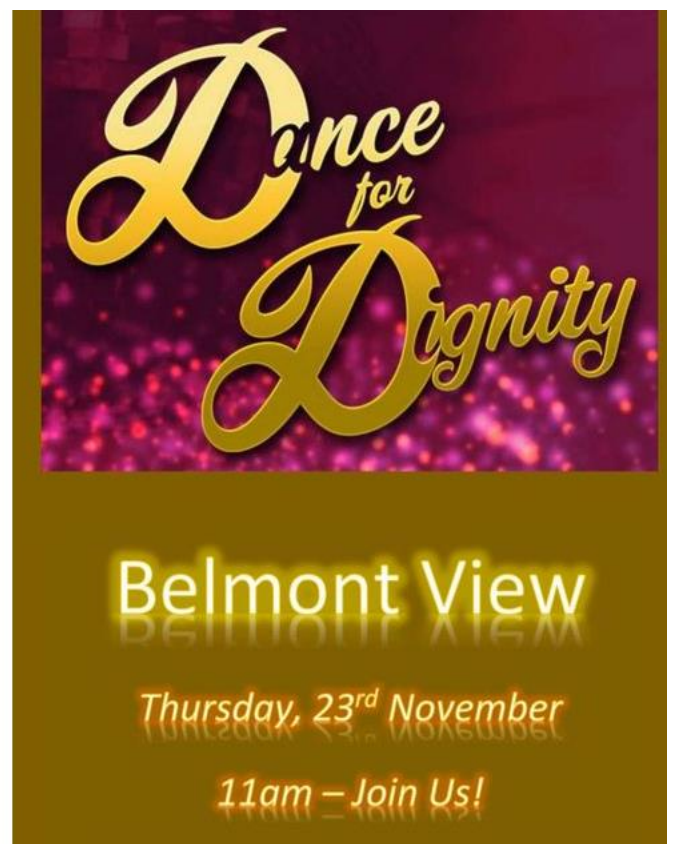
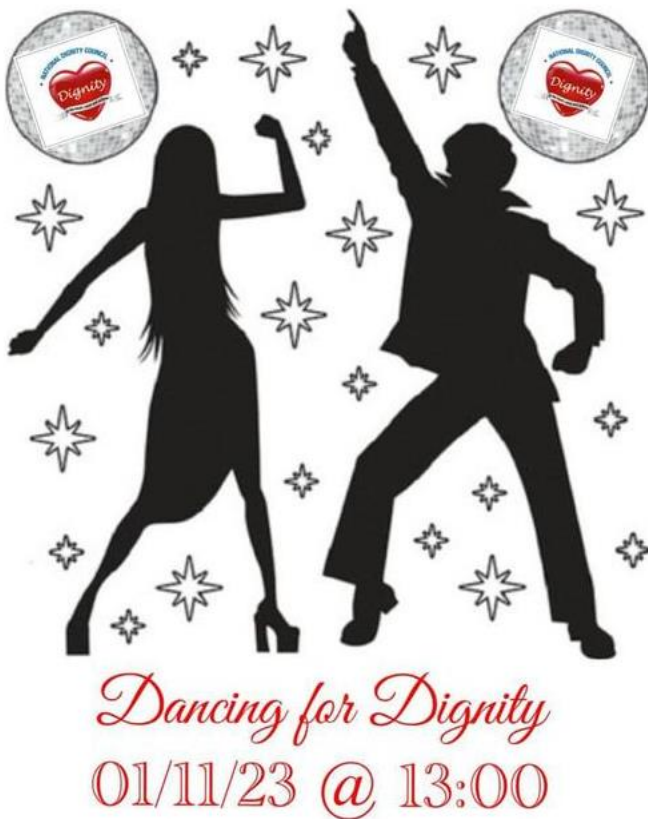
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- To ensure that the resources on our website are current, wide ranging, and useful to both champions and the public. – We are working with our website provider to make searching for resources, [both our own and others] easier, thereby ensuring wider access.
- Applying for funding for specific projects to enable the Campaign to grow and be targeted, at areas in most need.
- Working closely with others to develop our contact with citizens and thus meeting our charitable objects.
- Working on developing and sustaining links with Health Colleagues.
- Continue to develop our suite of audit documents.
- Promote the Dignity Do's for both young people and adults.
- Develop local Dignity Champions who are able to speak to staff teams and local groups.
- Develop our use of Podcasts VODPOD – Voices of Dignity Podcast as a tool to encourage debate and showcase positive dignified outcomes.



SOME EXTRACTS FROM DANCING FOR DIGNITY EVENTS 2023



The pictures that have appeared in this report are taken from the Website and FaceBook





Derwen Dances for Dignity

Here's a vibrant, fun clip produced by Derwen College that epitomises Dancing for Dignity.

- [Watch the video on Youtube \(opens new window\)](#)
- You can also watch our Chief Executive Jan Burns MBE doing her Dance for Dignity at
- <https://www.facebook.com/share/v/HYvwRKCMX8D3yPy9/?mibextid=K35XfP>



-
-

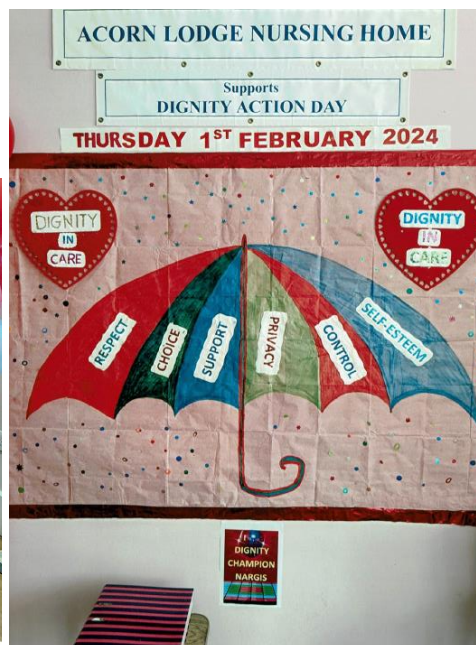
SOME EXTRACTS FROM DIGNITY ACTION DAY 2023 MEMORY BOOK

The pictures that have appeared in this report are taken from the Memory Book and the entries were chosen at random.





ACORN LODGE HAD A FUNDRAISING EVENT FOR DIGNITY



We held a Digni-Tea & Cake Afternoon, where staff & clients wore red and took part in making a Digni-Tree. We wrote on leaves what dignity meant to us. We danced, laughed and made happy memories. X



BRACKENLY AND BRIARDENE

On Valentines day this year our creative homes Activity Champions and staff organised a joint Dignity Valentines afternoon. Our Pyjama party themed event involved music, bingo and afternoon tea .

Our theme was "individuality and dignity" and all our residents enjoyed taking part in a wonderful affirming art activity to showcase their individual hand art works and just how amazing we are when we work together.

Our residents thought it was amusing to see staff in their pyjamas (it's usually the other way around!) and had a fun, thought provoking and highly enjoyable afternoon.



THE GLEN'S DIGNITY TEA PARTY

We enjoyed a cup of tea and delicious cakes while chatting about what dignity means to us. Each resident helped to write a leaf for our digni-tree with feedback about the care they receive and positive changes which we can make so we are more dignity conscious.





ACCOUNTS 2023-2024
National Dignity Council
Treasurer's Report to the AGM
Statement of Accounts and Balance Sheet
for the year ended 31st March 2024

National Dignity Council Accounts - 31st March 2024			
		2023-24	2022-2023
INCOME			
Corp income/training		£2,072.00	£2,462.45
Amazon		£21.44	£13.03
Donations		£425.00	£485.00
DONR		£37.31	£96.90
Sales		£4,506.03	£3,289.16
Conference		£388.98	£665.29
DAD -Dancing		£397.27	£1,071.00
Training [packs]		£400	£1,200
Just Giving		£1,229.63	£222.16
PayPal		£480.69	£478.76
		<u>£9,958.35</u>	<u>£9,983.75</u>
EXPENDITURE			
Insurance		£313.19	£307.04
Website costs		£4,958.56	£5230.66
Badges/Wristbands/Dos/Admin/travel/ stationery/postcards		£3,052.00	£582.00
Post		£1,723.82	£1,704.90
Honorarium		£1,000	£750.00
Just Giving		£216.00	£216.00
		<u>£11,263.57</u>	<u>£8,790.60</u>
Surplus /Deficit		<u>-£1,305.22</u>	<u>£1,193.15</u>



BALANCE SHEET		
Opening Balance	01/04/23 £9,550.59	01/04/22 £8,357.44
Surplus /Deficit	-£1,305.22	£1,193.15
	£8,245.37	£9,550.59
Represented by		
Cash At Bank	£8,245.37	£9,550.59
Creditor	£0.00	£0.00
Closing balance	31/03/2024 £8,245.37	31/03/23 £9550.59

. Notes to the accounts

- i) Sales – slightly up o previous years and there is around 50% of the purchases of badges and postcards in stock.
- ii) Where it has been difficult to identify all training pack /jar of hearts initiative sales they are accounted for within the sales figure
- iii) Just giving has become a more popular platform justifying the cost of our presence on this means of giving
- iv) Amazon Smile scheme is no longer in operation
- v) The deficit of £1,305.22 of this last year is covered by the stock in hand at an approximate cost of £1500

Jane Finnerty

Honorary Treasurer 07.05.2024



CHARITABLE AIMS AND OUR KEY WORKPLAN AIMS

Charitable Objects

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- For the purpose of this clause ‘dignity in care’ means care, in any setting, including but not limited to hospitals, residential homes and care homes which support and promotes, but does not undermine, a person’s self respect.

Key Workplan Aims

- Increase suite of audit tools
- Improve the accessibility of the website and availability of resources for Champions
- Maintain a regular newsletter
- Improve and build on links with Dignity and other networks. Including the use of the Facebook page and Discussion Forum.
- Maintain and forge robust strategic links with key stakeholders.
- Ensure the sustainability and financial probity of the Council.
- Promote National Dignity Day as a vehicle for raising the profile of the Campaign.
- Use our web events to focus on Making the Invisible Visible and ensuring a voice of all.
- Ensure that we bid for and deliver projects that enhance the abilities of citizens to have a voice in ensuring that Dignity remains high on the agenda.



TRUSTEES AND COUNCIL MEMBERS FOR 2023-2024

TRUSTEES

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Roisin Burton	Chair Trustee	retires September 2024 retires September 2025
Alex Lewney	Trustee	retires September 2026
Amanda Cain	Trustee	appointed October 2023 Retires September 2026

COUNCIL MEMBERS

Jane Finnerty.	Treasurer	
Liz Taylor	Secretary /Administrator	
Rekha Elaswarapu	Ambassador	retires September 2024

THE NATIONAL DIGNITY COUNCIL

England & Wales - Charity number 1165500

Accounts



NATIONAL DIGNITY COUNCIL ANNUAL REPORT

2022-2023

***Dignity in our Hearts Minds
and Actions***





ANNUAL REPORT 2022-2023

OPENING COMMENTS

This last year has seen a restructuring of the Council's governing body, with the appointment of a Chief Executive Officer, and a search for new Trustees to fill gaps in the representation on Council. Jan Burns MBE took on the role of Chief Executive and this has meant that the Council has been able to retain her skills and contacts whilst freeing her up from Chair's duties. This has enabled a better focus on the development of strategic contacts and links as well as enabling Jan to speak at a range of conferences and events. Lesley Flatley took on the Chair's role and despite the pressures of her working life has provided excellent leadership to the Board of Trustees. At the end of the year we welcomed Alex Lewney to the Board and he has brought new ideas and new contacts, which bodes well for the future. Our links with the Care Quality Commission have been developed and we look forward to working in collaboration with them in the future. We are also grateful to the both Nadra Ahmed CBE and Ian Turner of the National Care Association [merged with the Registered Nursing Homes Association] for their continued practical support to the Council in providing an office base.

CHIEF EXECUTIVE'S COMMENTS

I would like to say a few thank yous. To everyone who has supported the Dignity Campaign in the last year, a tremendous thank you, without you we would not be able to achieve all we have. To the Trustees who have given unstintingly of their time and energy a big thank you, and to those organisations who gave us support. A special thankyou too to our Treasurer Jane Finnerty for looking after our finances so well and to our faithful Secretary, Liz, who goes way beyond an administrative role, she is no doubt a major asset to the functioning of our charity. And, of course last but not least to all of our Dignity Champions who continue to make a difference on a day-to-day basis to a range of people in a variety of settings. Thank you to each and every one of you for sharing your kindness , respect and compassion so widely.

Jan Burns MBE



Chief Executive Officer

In summary our achievements this year have been:-

- Increase in the number of **champions** to over 168800.
- Continued to maintain the website in an up-to-date and user-friendly state.
- Continued to increase the number of members on the Dignity in Action Facebook page. Now 4000 members.
- Continued to maintain positive links with key stakeholders.
- Used the Dignity in Action FaceBook Page and Website Discussion Forum to share practical tips, support each other and raise key topics for a wider debate.
- Held another successful Dignity Action Day – despite the financial situation, and the concerns regarding COVID variants, and staffing shortages, many services found ways of celebrating and showcasing their positive approaches to Dignity.
- Raised funds through Dancing with Dignity events.
- Promoted and disseminated the Dignity Postcards – since we started over 90,000 of these have been sent out to organisations, and we are grateful for the support received from Spectrum Consortium towards the funding of these.
- Meeting administration has been excellent
- Continued to ensure that the costs of supplying wristbands and badges are covered, and increased the range of organisations using these resources.
- Maintained links with Champions and other stakeholders.
- Maintained and developed the production of a regular Newsletter, and received very positive feedback for its content.
- Continued to promote our suite of audit documents.
- Maintained strong links with, key stakeholders - Care England, End of Life networks, National Care Association, NICE and SCIE and SfC.
- Represented the Council as speakers on National Events including;
- Represented the Council on CQC Provider meetings
- Been part of judging panels at Staffordshire Dignity Awards, Great British Care Awards
- Supported the development of active champion networks.
- Made better use of our Twitter account and continued to increase our number of followers to
- Raised funds/donations by working with a number of health and social care services to promote dignity, person centred practice and continence services.
- Disseminated our baseline Training Package to a number of organisations and received very positive feedback on its effectiveness and value for money.
- Developed and disseminated a Training Package for managers and supervisors that focuses on achieving a culture in which Dignity is fundamental and part of day to day thinking.
- Maintained solvency, despite needing to rely on donations and receiving no grant funding.



So despite the challenges the Trustees and the campaign have identified a number of opportunities for the forthcoming year:

- Dignity Action Day continues to provide a real opportunity for the promotion of Dignity whilst raising the profile of the Council and the Campaign.
- Dancing with Dignity continues to provide the opportunity to celebrate, raise funds and have fun.
- To ensure that the resources on our website are current, wide ranging, and useful to both champions and the public.
- Applying for funding for specific projects to enable the Campaign to grow and be targeted, at areas in most need.
- Working closely with others to develop our contact with citizens and thus meeting our charitable objects.
- Working on developing and sustaining links with Health Colleagues.
- Continue to develop our suite of audit documents.
- Promote the Dignity Do's for both young people and adults.
- Develop local Dignity Champions who are able to speak to staff teams and local groups.

SOME EXTRACTS FROM DANCING FOR DIGNITY EVENTS 2022



The pictures that have appeared in this report are taken from the Memory Book and the entries were chosen at random.

Your smile is a LOGO.

Your personality is your BUSINESS CARD.

And the way you make others feel is you TRADEMARK.

As a Dignity Champion today I am honored to participate in 'Dance for Dignity' as a way of promoting the right of a person to be valued and respected for their own sake, and to be treated ethically.

Zee Registered Nurse at Signature of Eastbourne



SOME EXTRACTS FROM DIGNITY ACTION DAY 2023 MEMORY BOOK

The pictures that have appeared in this report are taken from the Memory Book and the entries were chosen at random.



Brabyns House We displayed a tree decorated with hearts each representing a different aspect of dignity such as respect, communication, patience, understanding and choice. We also had daffodils, forget-me-nots and photos of residents with staff. We added a red balloon arch and all staff wore red ribbons in support



ACCOUNTS 2022-2023

National Dignity Council
Treasurer's Report to the AGM
Statement of Accounts and Balance Sheet
for the year ended 31st March 2023

I present my report for year ended 31st March 2023. No grant income was received during the period nor any crowd funding. Website hosting remains our largest costs, but this is an essential communication channel with our champions and wider supporters. No major upgrades were required during the year, so we were able to minimise this overhead as far as possible.



Sales of badges and wristbands have been maintained and costs for postcards and badges have been in part covered by sponsorship and sales and by the NDC, an essential part of what the NDC do. Training is still a stalwart of the Charity's income. Our on line conferences now attract a donation for a place which and will raise additional, much needed income.

I can report we are now out of deficit which is a testament to the activity of charity management and tight financial controls. A huge improvement on year ending 2022, meaning the NDC do not need to dip into reserves.

Thanks go to everyone who has been involved with our fundraising through donations, sales of badges, training provision and sponsorship. Bank statements are available monthly to all trustees and on request. Please see also the notes to the accounts for more detail.

Jane Finnerty

Honorary Treasurer May 2023

National Dignity Council Accounts - 31st March 2023

	2022-23	2021-22
INCOME		
Corp Donations / training	£2,462.45	£500.00
Amazon	£13.03	
Donations	£485.00	£2,937.73
DONR	£96.90	£93.08
Sales	£3,289.16	£3,116.77
Conference	£665.29	
DAD - Dancing	£1,071.00	£250.00
Training	£1,200.00	£728.00
Just Giving	£222.16	£490.54
Pay Pal	£478.76	£737.39
Repayment Admin		
	<u>£9,983.75</u>	<u>£8,853.51</u>



EXPENDITURE			
Repayments			£28.00
PICRIGHTS			£150.00
Insurance	£307.04		£299.98
Website Costs	£5230.66		£5,059.27
Travel / Accom /Conf			
Consultancy / secretarial			
Conferences			
Badges / Wrist Bands / Dos	£582.00		£1,320.00
Admin travel/Stationery/ postcards/			
Postage	£1,704.90		£2,090.79
Miscellaneous			
Honorarium	£750.00		£500.00
Bank charges			
Just Giving	£216.00		£216.00
	<u>£8,790.60</u>		<u>£9,664.04</u>
Surplus / Deficit	<u>£1,193.15</u>		<u>-£810.53</u>
 BALANCE SHEET			
			<u>01/04/202</u>
Opening balance	<u>01/04/22</u>	£8,357.44	<u>1</u>
Surplus / Deficit		£1,193.15	
		£9,550.59	
Represented by			
Cash at Bank		£9,550.59	£8,357.44
Creditor		£0.00	£0.00
Closing Balance			<u>31/03/202</u>
<u>31/03/2023</u>		<u>£9,550.59</u>	<u>2</u>
J A Finnerty			
Treasurer			

Notes to the accounts.



We ended the year to 31.03.23 up on cash at the bank, having successfully reversed the deficit of £810.53 the previous year. However, costs for merchandise such as badges and postcards have been posted after the year end [so will be in 23/24] and would have had some impact on the overall cash at bank.

Income from training sessions and an uplift in sales of the training packs is becoming an increasingly important source of the NDCs income.

Donations from Dancing for Dignity were also up on the previous year.

Income from the online conference was higher than expected and an effective way to raise future funds.

The cost of the Just Giving platform is high relative to income, however it is an important platform for NDC which trustees may wish to look at with regards to how NDC features and how we might attract more donors to the Just Giving page.. <https://www.justgiving.com/nationaldignitycouncil>

Amazon Smile has ceased donating to Charity.

Bank statements in hard copy form are available at any time for scrutiny by the Trustees.

Jane Finnerty May 25th 2023.



CHARITABLE AIMS AND OUR KEY WORKPLAN AIMS

Charitable Objects

- The preservation and protection of health for the public benefit by promoting best practice in standards of care, in particular the importance of dignity in care
- For the purpose of this clause 'dignity in care' means care, in any setting, including but not limited to hospitals, residential homes and care homes which support and promotes, but does not undermine, a person's self-respect.

Key Workplan Aims

- Increase suite of audit tools
- Develop a training pack for Managers and Supervisors that facilitates the establishment of a Dignity Culture.
- Improve the accessibility of the website and availability of resources for Champions
- Maintain a regular newsletter
- Improve and build on links with Dignity and other networks. Including the use of the Facebook page and Discussion Forum.
- Maintain and forge robust strategic links with key stakeholders.
- Ensure the sustainability and financial probity of the Council.
- Promote National Dignity Day as a vehicle for raising the profile of the Campaign.
- Hold a National Conference



Although it did not occur in the year covered by this annual report it would be wrong not to mark the passing of our First Dignity Ambassador Sir Michael Parkinson. Sir Michael joined the campaign very early on and was proud to be associated with the concepts and principles that we were promoting. He regularly spoke on the issues and enjoyed visiting services and learning about the ways that people were putting the principles into practice. Although ill health meant that he retired as our Ambassador some time ago we are nonetheless sorry to hear of his passing and our thoughts are with his family and friends.

One of our Champions Jayne Biddiscombe recalls below a visit he made to her service.

**Praise for Weston Area Health NHS Trust staff and
volunteers from Dignity Ambassador Sir Michael
Parkinson**

In his report, Sir Michael praises the people who inspired him; highlights small steps that cost nothing, but make a real difference to people's lives; and opens up about his own experience of the care of his mother, who had dementia.

He tells how he first met Weston nurse Jayne Biddiscombe, in September 2008, when she had signed up to the Dignity in Care campaign and become the 3,000th Dignity Champion in the country.

Jayne told him she was inspired by a heart-wrenching article in a magazine about a mother whose daughter did not receive the respect she deserved when she was in care. She wanted to make a difference and ensure that other people are treated with dignity and respect when they are at their most vulnerable.

He writes: "Since joining the campaign she'd become increasingly aware of how patients are treated in care and had been working within her



hospital to highlight the importance of dignity.



“All I can say is - watch out anyone working with Jayne who doesn’t believe dignity and compassion are vital to good care! She is a crusader with a cause, a woman with a mission. Before I knew it, she had me agreeing to come to her hospital to see their work in practice.”

Sir Michael then goes on to describe his visit to Weston General Hospital last April.

He writes: “I was taken to look around Cheddar ward and was impressed with the difference that simple changes could make. It is a single-sex ward and has a lovely sense of space and lighting.



“Many of the changes they were making were small and similar to many other hospitals around the country, such as changing curtains to ensure they close properly, having privacy signs to prevent curtains being opened on inappropriate occasions, and protecting mealtimes, so that patients are assured of being able to eat without interruption.

“I came away with the sense that they were like a family – all the staff seemed to know each other and work together – perhaps that is something other places can learn from.

“To me, the staff and volunteers at Weston hospital embodied the ethos of the Dignity in Care campaign, each person making their own contribution, however small, to make things better.”

Weston Area Health NHS Trust Chief Executive Lorene Read said: “We were delighted when Sir Michael accepted Jayne’s invitation to see us in Weston and very much enjoyed showing him our work on privacy and dignity issues.

“We are very pleased that the visit left him with such a positive view and that he has chosen to share that in his national report.”

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TRUSTEES AND COUNCIL MEMBERS FOR 2022-2023

TRUSTEES

Jan Burns MBE 2022	Chair	retired September
	Chief Executive Office September 2022	appointed
Lesley Flatley September 2022	Chair	appointed
		retires September 2024
Alan Clarke MBE		retires September 2023
Clare Copleston 2024		retires September
Roisin Burton 2023		retires September
Alex Lewney		appointed March 2023 Retires September 2026
Rekha Elaswarapu		retired September 2022

COUNCIL MEMBERS

Jane Finnerty.	Treasurer
Liz Taylor	Secretary /Administrator



Rekha Elaswarapu

Ambassador

THE NATIONAL DIGNITY COUNCIL

England & Wales - Charity number 1165500

Accounts



NATIONAL DIGNITY COUNCIL ANNUAL REPORT

2021-2022

Dignity in our Hearts Minds and Actions





ANNUAL REPORT 2021-2022

CHAIR'S COMMENTS

Despite the changes that have occurred in the official approach to the pandemic, the National Dignity Council has been extremely conscious of the fact that frontline workers are continuing to be challenged in all sorts of ways. We are constantly amazed and humbled by the ingenuity, inspiration, innovative thinking and sheer resilience of those working in health and social care. To say WELL DONE hardly seems sufficient under the circumstances but those words convey a wealth of admiration and congratulations. The Council too has needed to develop and innovate and respond to the needs of our Champions, and we have spent time this last twelve months looking at how best we might do that with the limited resources that we have available, and we know that this will mean some significant changes for us in the coming twelve months.

In summary our achievements this year have been:-

- Increase in the number of **champions** to over 116,000
- Continued to maintain the website in an up-to-date and user-friendly state.
- Continued to increase the number of members on the Dignity in Action Facebook page. Now over 3,700 members.
- Continued to maintain positive links with key stakeholders.
- Used the Dignity in Action FaceBook Page and Website Discussion Forum to share practical tips, support each other and raise key topics for a wider debate.
- Held another successful Dignity Action Day – despite the continuing concerns and restrictions people found all sorts of ways of celebrating the day and holding events, from virtual parties to garden entertainment, to tea parties and links with the local community to promote dignity
- Raised funds through Dancing with Dignity events.
- Promoted and disseminated the Dignity Postcards – since we started over 60,000 of these have been sent out to organisations, and we are grateful for the support received from Spectrum Consortium towards the funding of these.
- Meeting administration has been excellent
- Received continued practical support from Registered Nursing Homes Association in terms of providing an office base for the Council.
- Continued to ensure that the costs of supplying wristbands and badges are covered, and increased the range of organisations using these resources.
- Maintained links with Champions and other stakeholders.
- Held 3 successful on-line events with presenters from a variety of services, e.g. CQC, Skills for Care, Providers from Health and Care Services, health and wellbeing-managing stress in the pandemic; end of life- doing it with dignity; and authorisation, representation, legislation and consent to care with dignity.



- Maintained and developed the production of a regular Newsletter, and received very positive feedback for its content.
- Continued to promote our suite of audit documents.
- Maintained strong links with, key stakeholders - Care England, End of Life networks, National Care Association, NICE and SCIE and SfC.
- Represented the Council as speakers on National Events including; a Conference on Human Rights and Equality; Sunderland University – [The Academy of Fab stuff is all about and how it can help you and your teams network and gain new information and expertise . The Academy is described as a social enterprise for healthcare professionals to share great work and ideas]
- Represented the Council as Member on DoHSC Quality Matters Board.
- Represented the Council on CQC Provider meetings
- Been part of judging panels at Staffordshire Dignity Awards, Great British Care Awards
- Presented awards at the Norfolk Virtual Care Awards.
- Supported the development of active champion networks.
- Made better use of our Twitter account and continued to increase our number of followers to 5861
- Raised funds/donations by working with a number of health and social care services to promote dignity, person centred practice and continence services.
- Supported the Formulation of a Royal Wolverhampton Hospital Trust, Dignity Workbook Pilot [This is a bespoke learning package about dignity put together for pre-registrant multi-professional participation. However, the content and the take home message from the module is designed to be suitable for everyone who works within healthcare. It will be inclusive of pre-registration Allied Health Professionals, Medics, Midwives and Nurses]
- Disseminated our baseline Training Package to a number of organisations and received very positive feedback on its effectiveness and value for money.

So despite the challenges the Trustees and the campaign have identified a number of opportunities for the forthcoming year:

- Dignity Action Day continues to provide a real opportunity for the promotion of Dignity whilst raising the profile of the Council and the Campaign.
- Dancing with Dignity continues to provide the opportunity to celebrate, raise funds and have fun.
- To ensure that the resources on our website are current, wide ranging, and useful to both champions and the public.
- Applying for funding for specific projects to enable the Campaign to grow and be targeted, at areas in most need.
- Working closely with others to develop our contact with citizens and thus meeting our charitable objects.
- Working on developing and sustaining links with Health Colleagues.
- Continue to develop our suite of audit documents.



- Promote the Dignity Do's for both young people and adults.
- Develop local Dignity Champions who are able to speak to staff teams and local groups.
- Develop and promote a training programme on creating a culture in which Dignity is the keystone, for staff and managers.

Finally, I would like to say a few thankyou's. To everyone who has supported the Dignity Campaign in the last year, a tremendous thank you, without you we would not be able to achieve all we have. To the Trustees who have given unstintingly of their time and energy a big thank you, and to those organisations who gave us support. A special thankyou too to our Treasurer Jane Finnerty for looking after our finances so well and to our faithful Secretary, Liz, who goes way beyond an administrative role, she is no doubt a major asset to the functioning of our charity. And, of course last but not least to all of our Dignity Champions who continue to make a difference on a day-to-day basis to a range of people in a variety of settings. Thank you to each and every one of you for sharing your kindness , respect and compassion so widely.

Jan Burns MBE

Chair



SOME EXTRACTS FROM DANCING FOR DIGNITY EVENTS 2021



The pictures that have appeared in this report are taken from the Memory Book and the entries were chosen at random.



On Thursday 14th October 2021, Spire Nottingham held a Dancing for Dignity-TEA event for all staff and patients in our foyer.

We held a tombola raffle which raised £173 for the dignity in care campaign, alongside cakes for everyone, word searches and discussions on raising awareness around dignity.

Overall it was a great success and enjoyed by all whom participated!





Acorn lodge raised over £600 this year for the Campaign through their activities on both Dancing for Dignity Day and Dignity Action Day.



SOME EXTRACTS FROM DIGNITY ACTION DAY 2022 MEMORY BOOK

The pictures that have appeared in this report are taken from the Memory Book and the entries were chosen at random.





At HS4LC Brackenley Harrogate this year we wanted to get a big message out there about what Dignity means to us. There's something impactful about single words that struck a chord with our staff and residents and a new theme for us in 2022 was SPACE.... the creation of a pause to be able to think and choose independently without the pressure of fitting into others routines. After some great conversations, mindful creativity and thought provoking ideas we then helped ourselves to a valentines buffet ...heart themed to match our Dignity Tree!



Everyone had fun dancing singing,parachute fun with friends, our dignity tree is displayed in our reception Heron court Brentwood Essex



ACCOUNTS 2021-2022

National Dignity Council

Treasurer's Report to the AGM

Statement of Accounts and Balance Sheet for the year ended 31st March 2022

I present my report for year ended 31st March 2022. No grant income was received during the period however we did benefit from some crowd funding with AVIVA earlier in the fiscal year. The website and hosting remain our largest costs, but this is an essential communication channel with our champions and wider supporters. No major upgrades were required during the year, so we were able to minimise this overhead as far as possible. Sales of badges and wristbands were down on the previous year due to the pandemic and again our income has been affected as no revenue could be generated from Conference activity as we had successfully been able to do in January 2020. This option to raise funds is being initiated again in 2022. We have a deficit this fiscal year of -£810.53 which is a marked improvement on year ending 2021 and our surplus in 2020 has been used. Cash at the bank is therefore at £8357.44 on 31.03.22 down from £9167.97 at the end of the previous fiscal year. Our sales for 2021 were improved by the hard work of the trustees, the Chair and honorary secretary's hard work with training and increasing sales of the training pack materials that are proving popular and a valuable source of ongoing income. We continue to fund Dignity Postcards which are a promotion of what the NDC does, and we are grateful to Spectrum in helping fund the associated costs of these. Thanks to everyone who has been involved with our fundraising through donations, sales of badges, training provision and sponsorship. Bank statements are available monthly to all trustees and on request.

Jane Finnerty

Treasurer April 2022



National Dignity Council Accounts - 31st March 2022

	2021-22	2020 - 21	
INCOME			
Corp Donations	£500.00		
Donations	£2,937.73	£1,807.08	
DONR	£93.08	£147.01	
Sales	£3,116.77	£5,252.47	
Conference			
DAD - Dancing	£250.00	£90.00	
Training	£728.00	860.00	
Just Giving	£490.54	426.04	
Pay Pal	£737.39	£244.80	
Repayment Admin		£461.54	
	<u>£8,853.51</u>	<u>£9,288.94</u>	
EXPENDITURE			
Repayments	£28.00		
PICRIGHTS	£150.00		
Insurance	£299.98	£189.06	
Webste Costs	£5,059.27	£5,243.84	
Travel / Accom /Conf			
Consultancy / secretarial		£500.00	
Conferences			
Badges / Wrist Bands / Dos	£1,320.00	£1,462.00	
Admin travel/Stationery/ postcards/ Postage	£2,090.79	£3,565.53	
Miscellaneous			
Honorarium	£500.00	£500.00	
Bank charges			
Just Giving	£216.00	£216.00	
	<u>£9,664.04</u>	<u>£11,676.43</u>	
Surplus / Deficit	<u>-£810.53</u>	<u>-£2,387.49</u>	
BALANCE SHEET			
Opening balance 31/03/21	£9,167.97	<u>01/04/2020</u>	£11,555.46
Surplus / Deficit	-£810.53		-£2,387.49
	£8,357.44		£9,167.97
Represented by			
Cash at Bank	£8,357.44		£9,167.97
Creditor	£0.00		£0.00
Closing Balance 31/03/2022	<u>£8,357.44</u>	<u>31/03/2021</u>	<u>£9,167.97</u>

J A Finnerty
Treasurer



CHARITABLE AIMS AND OUR KEY WORKPLAN AIMS

Charitable Objects

- The preservation and protection of health for the public benefit by promoting best practice in standards of care, in particular the importance of dignity in care
- For the purpose of this clause 'dignity in care' means care, in any setting, including but not limited to hospitals, residential homes and care homes which support and promotes, but does not undermine, a person's self respect.

Key Workplan Aims

- Increase suite of audit tools
- Develop a training pack for Managers and Supervisors that facilitates the establishment of a Dignity Culture.
- Improve the accessibility of the website and availability of resources for Champions
- Maintain a regular newsletter
- Improve and build on links with Dignity and other networks. Including the use of the Facebook page and Discussion Forum.
- Maintain and forge robust strategic links with key stakeholders.
- Ensure the sustainability and financial probity of the Council.
- Promote National Dignity Day as a vehicle for raising the profile of the Campaign.
- Hold a National Conference



Dignity During Lockdown

I was asked to write a poem about lockdown
My goodness where do I start
It's something like we have never known
But we are lucky to have staff with big hearts

They are trying times as we isolate
The show must go on, as they say
Checking at all times who is at the gate
Keeping everyone safe come what may

Goggles, aprons, masks galore
Who would ever have thought it
But we always wear our armour, that's for sure
We are champions so we don't doubt it

We talk about Dignity all of the time
With or without the pandemic
The virus has brought its own challenges
But together we are all so epic

Our residents are happy and everyone is safe
Activities have continued at home
Staff and residents working together
Imaginative, creative, well done

I know this because I have seen the proof
I get messages and photos galore
All bursting with pride so eager to please
We couldn't ask for anything more

I've seen photos of rainbows and wish lists
And so much has come from this
Residents using this resource to tell us
What their wish list is

We're going to the circus and watching The Great Showman
Who says we can't do that
It's about having an attitude that says 'we can!!!'
And figuring out just what ...

We need to plan to make it work



Doesn't mean we have to go out
Plan a movie night, dress as a clown
Making it all come about
Involving staff and residents in everything
Making sure we don't leave anyone out
Having values and attitudes that really count
Is what it's all about

We have a great staff team, you make me so proud
Always going the extra mile
It doesn't take much to make someone's day
And you do it all the while

Respect, kindness, compassion too
Are all the qualities I see
Provided to our residents
Absolutely as it should be

We have a duty always
To make time the best it can be
Of course for all our residents
But also for our colleagues

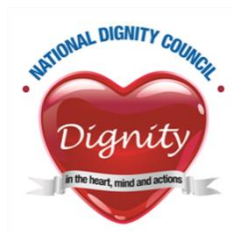
So working together as partners
Effective teamwork through and through
Residents and staff so creative
You amaze me at what you do

Many a memory can be made
By sharing a thought or two
And knowing you all are such Champions just proves
You put Dignity at the heart of all that we do

"Putting Dignity At The Heart Of All That We Do"

Poem written by Trish Jones -Grace Care

*Sincere thanks to you all for everything that you continue to
do*



TRUSTEES AND COUNCIL MEMBERS FOR 2021-2022

TRUSTEES

Jan Burns MBE	Chair	[retires September 2022]
Rekha Elaswarapu		[retires September 2022]
Alan Clarke MBE		[retires September 2023]
Clare Copleston		[retires September 2024]
Lesley Flatley		[retires September 2024]
Roisin Burton		[retires September 2023]

COUNCIL MEMBERS

Jane Finnerty.	Treasurer
Liz Taylor	Secretary /Administrator

THE NATIONAL DIGNITY COUNCIL

England & Wales - Charity number 1165500

Accounts



NATIONAL DIGNITY COUNCIL ANNUAL REPORT

2020-2021

Dignity in our Hearts Minds and Actions





ANNUAL REPORT 2020-2021

CHAIR'S COMMENTS

Like many organisations the National Dignity Council has needed to find new ways of working that have enabled us to continue functioning throughout the pandemic. We were extremely conscious of the fact that frontline workers were being challenged in all sorts of ways, from obtaining the right sort of equipment, staying safe whilst still delivering excellent services, and ensuring that those they were supporting and their loved ones continued to be treated with Dignity and Respect despite the compromises that inevitably had to be made. Throughout all that time we have been constantly amazed and humbled by the ingenuity, inspiration, innovative thinking and sheer resilience of those working in health and social care. To say WELL DONE hardly seems sufficient under the circumstances but those words convey a wealth of admiration and congratulations. The Council too has needed to develop and innovate and respond to the needs of our Champions.

In summary our achievements this year have been:-

- Increase in the number of **champions** to over 120,000
- Continued to maintain the website in an up-to-date and user-friendly state.
- Continued to increase the number of members on the Dignity in Action Facebook page. Now over 3,500 members.
- Continued to maintain positive links with our Dignity Lead at CQC, Sue Howard-Deputy Chief Inspector ASC North.
- Used the Dignity in Action FaceBook Page and Website Discussion Forum to share practical tips, support each other and raise key topics for a wider debate.
- Held another successful Dignity Action Day – despite the restrictions on close contact people found all sorts of ways of celebrating the day and holding events, from virtual parties to garden entertainment, to tea parties and links with the local community.
- Raised funds through Dancing with Dignity events.
- Raised funds through the AVIVA funding challenge
- Promoted and disseminated the Dignity Postcards – over 44,000 of these have been sent out to organisations, and we are grateful for the support received from Spectrum Consortium to fund these.
- Meeting administration has been excellent
- Received continued practical support from Registered Nursing Homes Association in terms of providing an office base for the Council.
- Continued to ensure that the costs of supplying wristbands and badges are covered, and increased the range of organisations using these resources.
- Maintained links with Champions and other stakeholders.



- Held four successful on-line events with presenters from a variety of services, e.g. CQC, Skills for Care, Providers from Health and Care Services, looking at resilience, maintaining mental health for workers and training.
- Maintained and developed the production of a regular Newsletter, and received very positive feedback for its content.
- Continued to promote our suite of audit documents.
- Maintained strong links with, key stakeholders - Care England, End of Life networks, National Care Association, NICE and SCIE and SFC.
- Represented the Council as speakers on National Events including; Norfolk Care Awards, Spectrum Consortium, Equality and Diversity conferences, Promoting Dignity for Young Women and Girls.
- Represented the Council as Member on DHSC Quality Matters Board.
- Represented the Council on CQC Provider meetings.
- Been part of judging panels at Staffordshire Dignity Awards, Great British Care Awards
- Supported the development of active champion networks.
- Made better use of our Twitter account and continued to increase our number of followers
- Raised funds/donations by working with a number of health and social care services to promote dignity, person centred practice and continence services.

So despite the challenges the year provides the Trustees and the campaign with a number of opportunities for the forthcoming year:

- Dignity Action Day continues to provide a real opportunity for the promotion of Dignity whilst raising the profile of the Council and the Campaign.
- Dancing with Dignity continues to provide the opportunity to celebrate, raise funds and have fun.
- To ensure that the resources on our website are current, wide ranging, and useful to both champions and the public.
- Applying for funding for specific projects to enable the Campaign to grow and be targeted.
- Working closely with others to develop our contact with citizens and thus meeting our charitable objects.
- Working on developing and sustaining links with Health Colleagues.
- Continue to develop our suite of audit documents.
- Promote the Dignity Do's for both young people and adults.
- Develop local Dignity Champions who are able to speak to staff teams and local groups.
- Develop and promote a training programme on Dignity, for staff and managers.



Finally, I would like to say a few thank yous. To everyone who has supported the Dignity Campaign in the last year, a tremendous thank you, without you we would not be able to achieve all we have. To the Trustees who have given unstintingly of their time and energy a big thank you, and to those organisations who gave us support. A special thank you too to our Treasurer Jane Finnerty for looking after our finances so well and to our faithful Secretary, Liz, who goes way beyond an administrative role, she is no doubt a major asset to the functioning of our charity. And, of course last but not least to all of our Dignity Champions who continue to make a difference on a day-to-day basis to a range of people in a variety of settings. Thank you to each and every one of you for sharing your kindness, respect and compassion so widely.

Jan Burns MBE

Chair

SOME EXTRACTS FROM DANCING FOR DIGNITY EVENTS 2020



The pictures that have appeared in this report are taken from the Memory Book and the entries were chosen at random.

Fenton Links Dance for Dignity day -Staff and the people we support are dancing for dignity at 1pm!!! In there's uncertain times what better way to release the stresses of the day than with a good boogie!!!! All staff within the department are ambassadors of the dignity for care champions and enjoyed promoting the day!!! 🧑🏻‍🎨 🧑🏻‍🎨 🧑🏻‍🎨 🧑🏻‍🎨

At Ashview Nursing Home, creative staff always find ways to make residents happy in this



difficult time.



Community Carer Dances for Dignity - Uploaded my DigniDance to TikTok to raise awareness of dignity in care.

SOME EXTRACTS FROM DIGNITY ACTION DAY 2021 MEMORY BOOK

The pictures that have appeared in this report are taken from the Memory Book and the entries were chosen at random.



Due to Covid we were unable to do our usual event but this did not stop our team!!! Complete Care West Yorkshire Ltd is passionate about making a positive difference and with Dignity Action Day coming up, it was our opportunity to show how our team promote dignity.

The team were invited to complete the dignity quiz. All entrants would be entered into a draw to win a small cash prize.

Lisa (Training Coordinator) and I (Sara -RM) decorated the training room wall with dignity posters. These will be kept in place all year round to help our new staff.



Brackenley –Earlier this month we spent time talking about the types of support that make our residents feel loved and cared for. We discussed how dignity was a type of good feeling and not just about privacy. Our residents really enjoyed the conversations and added their statements and ideas (along with the staff) to our permanent Dignity Tree in the entrance Foyer of the building.



Here at Briardene we've been finding fun ways to get the conversations started about Dignity. We managed to combine exercise and discussion with this great idea from our Activities Lead Leanne. We threw our soft gym balls to each other to remove a sticker at a time with a trigger word to spark discussion, we talked about what it felt to feel valued, respected and strong enough to speak up for ourselves. We kept the inspiration going by creating new leaves for our permanently installed dignity tree showcasing our conversation starter stickers.



ACCOUNTS 2020-2021

National Dignity Council

Treasurer's Report to the AGM

Statement of Accounts and Balance Sheet for the year ended 31st March 2021

I present my report for year ended 31st March 2021. No grant income was received during the period.

The website and hosting remain our largest cost but are essential to maintain as the main communication channel with our champions. No major upgrades were required during the year, so we were able to minimise this overhead as far as possible.

Sales of badges and wristbands are only slightly down on the previous year; however, our income levels were affected as we were unable to generate any revenue from the Dignity Conference as we had successfully been able to do in January 2020.

We have a deficit this financial of -£2387.49 but thankfully had a surplus in 2020 of £3113.43. Cash at the bank is therefore at £9167.97 on 31.03.21 down from £11,555.46 at the end of the previous financial year. Our sales for 2020 due to the pandemic have only taken a moderate hit and thanks to our honorary secretary's hard work chasing payments and posting out. We have had substantial additional costs relating to the Dignity Postcards which are now an established and important part of what we do and will we hope will be covered in the future by the crowd funding exercise in May- June 2021 with AVIVA.

Thanks to everyone who has been involved with our fundraising through donations, sales of badges, training provision and sponsorship. Bank statements are available monthly to all trustees and on request.

Jane Finnerty

Treasurer April 2021



Dignity Council Accounts - 31st March 2021

	2019-20	2020-21
INCOME		
Donations	£1258.00	£1807.08
DONR		£147.01
Sales	£5818.00	£5,252.47
Conference	£4304.07	
DAD - dancing	£695.00	£90.00
Training	£657.00	£860.00
Just Giving	£807.65	£426.04
Pay Pal	£244.80	£968.26
Repayment Admin		£461.54
	£14,507.98	£9288.94
EXPENDITURE		
Repayment Huntsmoor	£235.00	
Insurance	£189.06	£189.06
Web Maintenance	£5,528.25	£5,243.84
Travel Exps	£87.45	
Secretarial Consultancy		£500.00
Conferences	£1086.42	
Badges / Wrist Bands / Dos	£2565.00	£1462.00
Stationery /postage /postcards/ Admin travel	£957.92	£3565.53
Misc	£9.45	
Honorarium	£500.00	£500.00
Bank charges	£0.00	
Just Giving	£216.00	£216.00
	£11349.55	£11,676.43
Surplus / Deficit		£3113.43
		-£2387.49
BALANCE SHEET		
Opening balance 01/04/2019	£8,442.03	01/04/2020 £11,555.46
Surplus / Deficit	£3113.43	-£2387.49
	£11,555.46	£9,167.97
Represented by		
Cash at Bank	£11,555.46	£9,167.97
Creditor	£0.00	£0.00
Closing Balance	£11,555.46	£9,167.97
<i>J A Finnerty</i>		
<i>Treasurer</i>		



CHARITABLE AIMS AND OUR KEY WORKPLAN AIMS

Charitable Objects

- The preservation and protection of health for the public benefit by promoting best practice in standards of care, in particular the importance of dignity in care
- For the purpose of this clause 'dignity in care' means care, in any setting, including but not limited to hospitals, residential homes and care homes which support and promotes, but does not undermine, a person's self respect.

Key Workplan Aims

- Increase suite of audit tools
- Develop a training pack for Dignity in general and Champions in particular.
- Improve the accessibility of the website and availability of resources for Champions
- Maintain a regular newsletter
- Improve and build on links with Dignity and other networks. Including the use of the Facebook page and Discussion Forum.
- Maintain and forge robust strategic links with key stakeholders.
- Ensure the sustainability and financial probity of the Council.
- Promote National Dignity Day as a vehicle for raising the profile of the Campaign.
- Hold a National Conference



POEM

This Poem was shared by Ruth Beard

This is lovely advice.....When I wander
don't tell me to come and sit down.
Wander with me.
It may be because I am hungry, thirsty, need the toilet.
Or maybe I just need to stretch my legs.

When I call for my mother
(even though I'm ninety!)
don't tell me she has died.
Reassure me, cuddle me, ask me about her.
It may be that I am looking for the security
that my mother once gave me.

When I shout out
please don't ask me to be quiet...or walk by.
I am trying to tell you something,
but have difficulty in telling you what.
Be patient. Try to find out.
I may be in pain.

When I become agitated or appear angry,
please don't reach for the drugs first.
I am trying to tell you something.
It may be too hot, too bright, too noisy.
Or maybe it's because I miss my loved ones.
Try to find out first.

When I don't eat my dinner or drink my tea
it may be because I've forgotten how to.
Show me what to do, remind me.
It may be that I just need to hold my knife and fork
I may know what to do then.

When I push you away
while you're trying to help me wash or get dressed,
maybe it's because I have forgotten what you have said.
Keep telling me what you are doing
over and over and over.
Maybe others will think
you're the one that needs the help!



With all my thoughts and maybes,
perhaps it will be you
who reaches my thoughts,
understands my fears,
and will make me feel safe.

Maybe it will be you
who I need to thank.

If only I knew how.

Norman McNamara, affectionately known as Norrms shared this poem with The Caregiver's Voice. Although, we were unable to find the poet, we are posting this to honour Norrms and others who also walk the road of dementia and are taking steps to bring to light what it means to live with this disease

TRUSTEES AND COUNCIL MEMBERS FOR 2020-2021

TRUSTEES

Jan Burns MBE	Chair	[retires September 2021]
Rekha Elaswarapu		[retires September 2021]
Susan Brand		[resigned September 2021]
Alan Clarke MBE		[retires September 2023]
Kelly Campbell		[joined October 2020 resigned September 2021]
Clare Copleston		[retires September 2021]
Lesley Flatley		[joined March 2021 retires September 2024]
Roisin Burton		[retires September 2023]

COUNCIL MEMBERS

Jane Finnerty.	Treasurer
Liz Taylor	Secretary